Middlemen help manufacturers reach many buyers

While the typical consumer wants a variety of products, the typical producer specializes by product, regularly of "discrepancy of ascortment." This discrepancy exists when the line a producer manufactures and the assortment demanded by users differs.

As mentioned last week, a discrepancy of quantity refers to the difference between the quantity of goods produced by a company and the quantity demanded by the consumer.

In both situations, retail and wholesale "middlemen" may be used to adjust these discrepancies so as to create optimum channels of distribu-

WHEN DISCREPANCY of assort-ment occurs, retail and wholesale "channel specialists" assemble prod-

datebook

 RUN A BUSINESS
 Thursday, Sept. 8 — "How to Run a Successful Small Business" course begins at 7 p.m. Information: 663-2160. Sponsors: Small Business Management Carbon Machines Carbon agement Schools, Michigan State University school of business.

ACCOUNTANTS GUILD
Thursday, Sept. 8 — Accountants
Guild of Metropolitan Detroit meets
In Birmingham. Information: 5591919.

● GRE PREPARATION Saturdays, Sept. 10 through Oct. 1 — Graduate Record Examination preparation workshops offered be-ginning at 9 a.m. in Rochester, Fee-8125. Optional math refresher: \$45. Information: 370-3120. Sponsor; Oak-land University.

● GMAT PREPARATION

Saturdays, Sept. 10 through Oct. 8

— Graduate Management Admissions Test preparation workshops of-fered beginning at 9 am. in Rochester. Fee: \$150. Optional math refresher: \$45. Information: 370-3120. Sponsor: Oakland University.

● ENTREPRENEUR
WORKSHOP
Monday, Sept. 12 — "Whole-Brain
Entrepreneuring" begins at 7 p.m. in
Troy, Fee; \$50. Information: Start A
Business Store, 649-8646.

LSAT WORKSHOPS

■ LSAT WORKSHOPS

Mondays and Wednesdays, Sept
12-28 — Law School Admission Test
preparation workshops offered 6:309:30 p.m. in Rochester. Fee: \$165. Information: 370-3120. Sponsor: Oakland University.

BIRMINGHAM CHAMBER
 Tuesday, Sept. 13 — Birmingham
Bloomfield Chamber of Commerce
meets at 7:30 a.m. in Beverly Hills.
Speaker: George Romney. Nonmember fee: \$12. Information: 6441700

ACCOUNTING EXAM
Twesday, Sept. 13 — Walver examinations for the accounting assistant program offered in Rochester. Fee: \$10 per examination. Information: \$70-\$120. Sponsor: Oakland University.

● LEGAL ASSISTANT
Tuesday, Sept. 13 — Personal Assessment Inventory required for entry into the legal assistant diploma program offered 7:30-930 p.m. in Rochester. Application fee: \$25. Information: 370-3120. Sponsor: Oakland University.

◆ ACCOUNTING ASSISTANT Teseday, Sept. 13 → Examinations to waive introductory accounting courses in accounting assistant di-ploma program begin at 6.30 p.m. in Rochester. Fee: \$10 per exam. Infor-mation: 370-3120. Sponsor: Oakland University.

BLACK MBAs
 Taesday, Sept. 13 — National
Black MBA Association meets in Detroit. Information: Belva Davis, 3313507.

● CONTRACTING AND ENERGY Tuesday, Sept. 13 — "Perform-ance Contracting for Energy Ser-vices" offered all day in Troy. Fee: \$75. Information: Mary Kay Maas, 1 (517) 774-7137. Sponsor: Central Michigan University.

WOMEN IN SALES
 Tuesday, Sept. 13 — Professional
 Women in Sales meets in Bloomfield
 Hills, Information: 473-2253.

CONSTRUCTION LUNCH
Tsenday, Sept. 13 — Engineering
Society of Detroit construction
lunch. Speaker: Doug Ross. Fee: \$22.
Information: 832-5400.

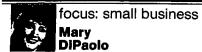
● OPEN HOUSE

Wedseeday, Sept. 14 — Upjohn
HealthCare Services will hold an
open house 3-8 p.m. in Suite 260.
Vanguard Center Building, 23500 W.
10 Mile, Southfield. Upjohn HealthCare Services provides short- and
long-term home care nursing as well
as traditional mursing.

uct assortments for their targeted customer market(s).

As an example, retailers offering an assortment of products that sell extremely well among consumers can significantly affect their wholesalers product mis offered to competing retail outlets.

In this case, a wholesaler's assortment would be developed based on what his or her key retail customers are consistently ordering over time. The wholesalers, in turn, while semiling affective size order their manufacturers, are also able to run profitable businesses because of the large total sales volumes they



many small producers and is com-mon for agricultural products that are typically produced in small quantities. Accumulating larger quantities is needed so the products can be handled economically further along in the channel.

THE ALLOCATION process involves breaking bulk — or breaking truckload albipments into small quantities as goods get closer to the inial market. The process may involve several middlemen including both retail and wholesale channel specialists.

grading or sorting products to satisfy different target customer markets, the assorting process puts together a variety of products to give a target market what it wants. An electrical goods wholesaler, for example, may take on a line of lawnowers or garden upplies for the convenience of hardware-retail customers.

Mary DiPaolo is the owner of MarkeTrends, a Farmington Hills-based business consulting firm. She is also producer and host of the cable television series, "Chamber Perspectives."





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